



## The Interplay of Consumer Attitudes and Corporate Behavior in Driving Sustainable Consumption

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### ABSTRACT

This study aims to investigate the relationship between consumer attitudes and perceptions of corporate behavior regarding sustainable consumption. It focuses on understanding the influence of various factors, such as knowledge, consumer social responsibility, and corporate marketing strategies, on sustainable consumer behavior. A sample of 555 responses was collected from consumers in North India. The primary data were analyzed using exploratory factor analysis (EFA), and factors were then employed in Structural Equation Modeling (SEM) to measure the relationships between consumer attitudes, corporate behavior, and sustainable consumption. The study reveals that knowledge and consumer social responsibility have a significant influence on consumer attitudes towards sustainable consumption. Corporate behavior, encompassing marketing strategy and business responsibility, served as a mediating factor between consumer attitude and intention. The results also show that consumer intention has a significant impact on sustainable consumer behavior, with corporate behavior acting as a partial mediator. The study contributes theoretically by integrating key constructs into a single model explaining sustainable consumption. Empirically, it validates seven factors using EFA and SEM on North Indian data, offering region-specific insights for both research and practice. Additionally, future research could explore other potential mediating factors that influence the relationship between consumer attitudes and sustainable consumption behavior.

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## 1. Introduction

The term "sustainable consumer behaviour" describes the decisions, activities, and choices people make in their capacity as consumers with the intention of decreasing negative effects on the environment, the economy, and society. With an increase in environmental issues and the shortage of resources, sustainable consumption emerges as one of the most urgent problems of the 21st century. Sustainable consumption is a method involving consumption of goods and services that meets human needs and also makes sure that the future generations do not lose their ecosystems in the process. Not only do individuals, governments and organizations have their part to play in creating sustainability, there is one of the key factors in this change which is dynamic relationship between the corporate behavior and consumer attitude. The friction between these two forces can go a long way in ensuring the embracement of sustainability in consumption and production, thereby offering a channel towards a greener future. In this study, this is done by investigating the interaction between the consumer attitudes toward sustainability, which are determined by personal beliefs, societal impacts and environmental awareness, the corporate behavior, business practices, marketing and sustainability efforts. Consumer preference and the corporate reactions play a pivotal role in creation of a market environment whereby consumers are induced to be responsible consumers. The description of the correlation between these factors is essential to governmental decision-making, companies, and environmental agencies that are working on minimizing the strain on the environment, ethical consumption, and establishing sustainable business enterprises.

The demand of environmentally friendly products and services is greatly determined by consumers attitude towards sustainability. During the past few years, the increased consciousness on climate change, natural resource depletion, environmental destruction, etc., has shifted the consumer consciousness. Most consumers today are paying more attention to the effects of their buying decisions on the environment, social impact, and ethics. Several factors have contributed to this shift in consumer behavior, such as improved access to information, emergence of new social media platforms, and more environmental movements and advocacy groups. The awareness notwithstanding, attitudes towards sustainability are mixed among the consumers. Other customers base their buying behavior on environmental issues, doing all they can to seek environmentally friendly products. Convenience, price, and quality will still be prioritized by others when deciding what to purchase over sustainability. The determinants of consumer attitudes are complex in nature, covering individual values, environmental awareness, behavioral control, social norms, and cultural stimulation. Therefore, in the quest to understand how these forces act and influence the attitudes of consumers towards sustainable consumption, it would be crucial to engage in comprehending the behavioral interaction of these forces. Moreover, the efficacies of their actions have a predisposing effect on the consumer attitude as well. The consumers are more inclined to employ the behavior of sustainable consumption when they believe that they can have an overall environmental effect by merely making individual buying choices. This empowerment has culminated into the flourishing of a green products market, which is characterized by the purchase of energy-efficient appliances, organic foods, ethically made clothing, and many more. However, to a significant proportion of the consumers, perceptions of complexity or the absence of easily identified labels and certification may be a barrier to the possibility of making sustainable choices. Therefore, more insight into what drives consumer behavior at the psychological and social level is needed to develop more specific responses, which will facilitate sustainable consumption patterns.

The research question here basically pertains to the urgent necessity to comprehend how specific covariates of the consumer level, namely Attitude (ATT), Social Responsibility (SRP), Knowledge (KLG), and Intention (IN), interact with corporate level factors, namely Business Responsibility (BR) and Marketing Strategy (MS), to support Sustainable Behaviour (STB). Whereas these factors have been studied separately in the past, there is still no comprehensive research that analyzes the convergence of these two factors in determining the outcomes of sustainable consumption.

The modern environment can be described by the growing interest in environmental consideration and social pressure to behave ethically as a corporation. Organizations are being driven into sustainability by governments, civil society, and market forces. At the same time, consumers are becoming conscious about their purchases. However, even after the rise in awareness, the gap still exists between the sustainable behaviour and these attitudes. That is why it is essential to investigate

the workings which convert the intention into action, particularly when there exists the element of the corporate influence.

The gap in knowledge revolves around the lack of holistic models which evaluate consumer aspects of the equation as well as those of the corporate side simultaneously. Although there is extensive literature on the sustainable consumption either in terms of consumer behaviour or through the prism of corporate social responsibility, there is scant literature on how these various aspects relate and complement one another. Researchers have reinforced the theoretical reasoning, given the rooting of our model in the Theory of Planned Behavior (TPB) along with Stakeholder Theory; the former and latter can be used as a dual lens with which to look at both internal attitudes and external pressures. Practical relevance also has a solid foundation: conception of this interaction would allow marketers and policy-makers to create a more persuasive sustainability campaign and business models that do not only resonate with consumer good intentions, but would be consistent with ethical and sustainable business models.

It includes making decisions about lifestyle and purchases that consider the planet's and its inhabitants' long-term well-being (Bangsa & Schlegelmilch 2020). The desire to support socially responsible, economically feasible, and environmentally benign behaviours drives sustainable consumer behaviour. Sustainable consumption is becoming more and more popular nowadays (Wang et al., 2020). Concerns regarding environmentally friendly consumption and the creation of sustainable products are more manageable than in other businesses, such as tourism and hospitality (Trang et al., 2019). The main factor affecting environmental sustainability is people's shifting consumption patterns, namely how they perceive, acquire, and use products in an environmentally sustainable manner (Halder et al., 2020). In the past few decades, academia and the consumer sector have placed a greater emphasis on encouraging environmentally conscious consumer behaviour (Dong et al., 2020; Garvey & Bolton, 2017). Nonetheless, the phrase environmentally-sustainable consumer behavior is widely employed to describe a range of discrete measures intended to preserve natural resources (like water and energy), minimize environmental effects (like waste reduction), satisfy public expectations for sustainability, and enhance the standard of living in general (Dong et al., 2020; Han, 2020).

## **2. Review of Literature**

All the factors that have the effect on consumers behavior toward the environment are divided into two categories, namely individual-related and situational-related. Personal factors involve personal attitudes, values, demographics, and other personal internal characteristics that influence consumers' decision-making. To illustrate these points, to the extent a person values sustainability highly, that person is more expected to behave in an eco-friendly manner. Situational factors, on the other hand, are exterior circumstances, such as marketing, availability of the product or the pressure of the society, that can motivate or demotivate engaging in a sustainable option. According to Ajzen (1988), environmental concern is attitude or judgement of a person on how their knowledge or actions (or actions of others) affect the environment. It has been found out that this concern significantly contributes to the factors that determine whether a person will purchase some eco-friendly products or not (Chan, 1996; Simmons & Widman, 1990). As a matter of fact, knowledge is essential in this regard. The higher the knowledge of the consumer about the environmental topic, the more active they are at sustainable consumption (Peattie, 2010). This awareness influences their ways of thinking (attitudes), the subjective norms of other people, and their feelings of control, which in turn result in a perception of consumer effectiveness, the notion that they are effective in their actions. This is another belief that enhances their intention in purchasing green products (Kang et al., 2013). However, unquestionably it is not always easy for the business/policy makers to find and manipulate environmentally mindful consumers. The outcomes tend to be discouraging by many people as some behaviors that are of environmental significance are characteristic and automatic, as found by Diamantopoulos (2003). According to Krause (1993), changes regarding the daily routines of consumers are becoming increasingly aware of the impacts their habits have to the environment, but still, the same is a significant challenge. An additional pitfall is that of greenwashing, where businesses put inestimably larger amounts of emphasis on their environmental credentials than they might have done in the past, which will erode consumer confidence and deter legitimate sustainable conduct.

Purchase intention in the context of buying, may be revealed as the intention of a customer to buy a product or service (Wu et al., 2011). People want to obtain information and consider the previous experiences that they have had to make the decisions concerning the purchase (Lin & Lin, 2007). They are likely to follow through the purchase when the evaluation exceeds a particular level (Su, 2012). According to many researchers, such as Dodds et al. (1991), when individuals perceive there are environmental aspects in green products, their intentions to buy the products are boosted. And some are even more ready to buy sustainable products at a higher price even in spite of those who think that these products are of lower quality (Purohit, 2012). This was reiterated by Hansla et al. (2008) who stated that even when prices are high, customers tend to embrace environment friendly products. In general, it has been noted that there is good correlation between the intention and willingness of a customer to pay to purchase environmentally friendly products. Research such as Abeliotis et al. (2010) proves that a sizeable proportion of buyers are in fact willing to pay a higher price on things that are not as harmful to the environment, and it is this readiness to pay that can be deemed as a generally positive response to green buying.

### **Consumer-Level and Corporate-Level**

North Indian empirical studies have identified demographic factors (gender, age, income) to have a significant moderating effect on the relationship between knowledge and attitude to behavioural intention and eventual sustainable behaviour. Repeat purchase intention was found to be strongly mediated by the high levels of health consciousness, readiness to pay, and confidence in sustainable products (Moitra et al., 2024; Sharma et al., 2025). It is demonstrated that the corporate sector of the region affects behavioural intention and sustainable consumption through business responsibility and marketing strategy, and CSR alignment and social entrepreneurship are proven to be the most effective facilitators. North Indian businesses have their distinctive chances to be on the forefront by providing education to consumers and integrating sustainability into their operations (Mathur, 2018).

#### **• Knowledge**

Theory of reasoned action suggests the strong association between knowledge and attitude of sustainable consumer behaviour. Knowledge has been used to comprehend the attitude of consumers (Dhir et al., 2021; Liu et al., 2020). There is insignificant correlation between ecological knowledge and environment attitudes (Arcury, 1990). Kuzniar et al. (2021) found that ecological consumption, and rational consumption trends, are the prime drivers of knowledge on sustainability. Consumer knowledge and education shows the significant change in consumer behaviour. Chiang and Jang (2007) found that consumer knowledge of branded and sustainable products has a major impact on how well a product is perceived to be. Farhan (2012) described that customers' recollections contain all of the descriptive and evaluative information on sustainable products. Keller (2003) theory found that brand image and brand awareness combined make up brand knowledge. These components are essential in determining how customers react to different marketing initiatives. Rousta and Allaf Jafari (2024) investigated Iranian consumers and discovered that environmental knowledge implies sustainable consumption behavior via customer attitude. Even though EK could not be directly related to SCB, it positively influenced CA which mediated the impact of EK on behavior. Luo et al. (2023) described that consumers with stronger information capabilities, which is a proxy of green knowledge, show stronger green consumption intention, partly by reporting stronger green trust. This implies that knowledge results in positive attitudes to green products. The Gen Z Indian and Swedish buyers of green apparel were sampled by Vishnoi et al. (2025). SEM established that attitude toward these products is considerably stipulated by environmental knowledge (EK) which in turn predicts the purchase intention. In Southeast Asia, Simanjuntak et al. (2023) discovered that an individual with greater environmental knowledge enhances the attitude toward taking. Salkova et al. (2023) reveal that consumers tend to miscalculate their green behaviors, as they do not understand the meaning of eco-terms. Improved knowledge is useful in a situation where there is a matching of attitude with actual behavior.

**Ha1:** Consumers' knowledge has a significant impact on their attitude towards sustainable products.

- **Consumer Social Responsibility**

The term consumer social responsibility (CSR) refers to customers' specific purchasing and non-purchasing behaviours to meet their needs and desires while protecting the environment (Deep, (2023). Caruana and Crane (2008) found that customers should be accountable for using their "purchase votes" to influence beneficial social outcomes, just as firms are required to practice their social responsibility (CSR). Therefore, consumers should take the onus of improving the health of the environment. Jang and Kang (2024) described that consumer purchase the sustainable products due to respect to environment health. Consumer shows the responsible behaviour towards environment. Wang et al. (2020) identified that consumer's social responsibility significantly influences consumer purchase intentions through the consumer's attitude towards sustainable products. Consumer attitude is the prominent predictor of consumer purchase intentions regarding the sustainable product. The positive attitude of consumers towards sustainable products increases the purchasing intention. Luchs et al. (2015) defined that customers who have a strong sense of personal responsibility along with a positive attitude toward sustainability are more likely to be involved in sustainable consumption behaviours.

Sharma et al. (2025) found social and environmental aspects of perceived CSR, which exert strong effects on brand attitudes related to consumers. This factor directly demonstrates the contribution of social responsibility to giving a favorable view of responsible brands. Therefore, the study by Zaman et al. (2024) proved that the social responsibility of consumers, along with personal characteristics, positively determines ethical product selection and, thus, plays an important part in the validation of attitude in science. Zaborek and Kurzak (2025) reported that more social CSR messaging promoted more positive purchase intentions in consumers through higher brand attitudes that strongly evidenced cause and result relationship between CSR spurred social messaging and consumer attitudes. Chan et al. (2024) made the determination that social CSR efforts in apparel have a positive effect on purchase intentions, mediated by consumer-retailer love to highlight the role played by social responsibility in enhancing emotional reactions that fuels consumer attitudes.

**Ha2:** There is a significant impact of consumer social responsibility on attitude towards sustainable products.

- **Attitude and Intention**

An individual's attitude can be defined as their preference toward a specific sustainable product, concept, or behaviour (Lin, 2013). Papadimitriou et al. (2016) described that attitude is an overall assessment and judgement that represents abstract associations to a specific product and a psychological preference that is shown by rating the object with a degree of favor or disfavor. Potdar et al. (2018) defined that a consumer's attitude is their assessment, whether favorable or unfavorable, of using a particular product. Ruiz-Real et al. (2017) defined that attitude is as a collection of thoughts, feelings, and experiences about a product that lead to the desire to act in a particular way. Customers' attitudes on buying sustainable items played a significant role in dictating their intentions to do so.

The higher level of knowledge creates the positive attitude towards the intention of purchasing sustainable products (Pagiaslis & Krontalis, 2014). Attitude expresses one's preferences for a particular behaviour. Positive attitude of consumer express the clear intention to using the sustainable products (Armitage & Conner, 2001). There is significant impact of attitude towards environment on ecological behaviour (Fraj-Andrés & Martínez-Salinas, 2007). Sustainable behaviour means actions of consumer towards sustainable environment (Axelrod & Lehman, 1993). Any step of consumer that enhance the quality of environment is called sustainable behaviour (Steg, 2014). The goal of eco-friendly behaviour is to decrease the adverse effects that individual purchasing decisions have on the environment. This behaviour can be considered when evaluating the intention to make green purchases (Ramayah et al., 2010). There is a confirmed relationship between buying ecological items and being concerned about the environment (Mostafa, 2007). Research consistently demonstrates a positive correlation between knowledge level and environmental action: the more informed consumers are, the more likely they are to make eco-friendly choices (Bratu, 2017).

Rustagi and Prakash (2022) highlight a positive attitude as an important precedent to individual sustainability buying behavior, indicating awareness and values pertaining to environmental

stewardship. Similar to what can be observed in the fashion sector, a more positive attitude towards sustainable fashion also results in a significant increase in the purchase intentions, as reported in detail in a systematic review by Wang and Hassan (2024). Duarte et al. (2024), exploring sustainable product packaging, showed that more substantial attitudinal notions, developed through perceptions of eco-friendliness and ease of use, made a significant contribution to supporting consumer willingness to purchase, and even greater purchase intentions were present when consumers had green values. Cosma (2024) describes that the green clothes industry made sure that positive green attitudes directly augmented the desire to buy eco-friendly clothes. In addition to consumer-specific ideas, other wider studies, including literature reviews (2023-2024), have highlighted attitude as one of the most powerful predictor of green purchase intention across products (Sinha et al., 2023).

**Ha3:** There is a significant impact of consumers' attitude on the purchase intention of sustainable products.

- **Marketing Strategy**

Agrawal and Das (2013), in their study, posited that marketers should take the responsibility to make consumers aware of the importance of sustainable products. Marketer encourages people to choose sustainable items at a lower cost. The impact of marketing strategy on business growth is substantial. Businesses create strategies for marketing to influence customers' intentions to buy (Min & Galle, 2001). The companies' sustainable marketing strategies had a substantial impact on the success of the raw material purchasing decisions (Wisner et al., 2012). Sugandini et al. (2020) identified that purchasing intentions for sustainable products are significantly correlated with marketing strategy. Maheshwari (2014) discovered the impact of green marketing strategies on consumers' purchase intention towards sustainable products. Papadas et al. (2017) explained that the company's green marketing approach emphasizes sustainable customers, reusable resources, and eco-friendly suppliers. Lee (2017) described that using green marketing techniques can boost consumers' intentions to purchase sustainable goods.

Kaur et al. (2022), in a study conducted in India, revealed that product, price, place, and promotion components of the green marketing mix are critical to predict the intention of buying eco-friendly products by consumer. The follow-up was done in 2025, which reaffirmed that in case of green products, green prices, and green promotions, the factors work on purchase intention favorably with the insignificance of the factor of place (Dewi, 2025).

Maulidah et al. (2024) demonstrated in Indonesia that communication, convenience, and value comprise dimensions of sustainable marketing that positively influence the purchase intention, which also mediates the connection with the actual purchase decisions. Nayak et al. (2024) found that, in the cosmetics industry, green marketing, increasing consumer trust and demand to pay a higher price, focuses on presenting products clearly, using only organic ingredients, and eco-packaging. Gong et al. (2023) demonstrated that sustainable marketing improves brand image and involvement that, in turn, contribute to raising sustainable purchasing intentions in the electric vehicle market. Lastly, Tan et al. (2022) stated that the components of green marketing bear a significant influence on purchase intention being mediated by brand image and brand trust to underscore the importance of a critical branding strategy in sustainability consumer choices.

**Ha4:** Marketing strategy significantly impacts the purchase intention of consumers towards sustainable products.

- **Business Responsibility**

Consumers are encouraged to behave positively when it comes to their buying intentions by corporate social responsibility. Positive customer behaviour toward environmentally friendly products increases a company's performance brands (Aramburu & Pescador, 2019; Elg & Hultman, 2016; Latif et al., 2020). The various studies indicate that the amount of money that businesses invest in CSR initiatives affects consumers' intentions to buy products both directly and indirectly (Mercadé Melé et al., 2020; Rathore et al., 2023; Zhang, 2022). A positive correlation has been found between purchase intentions and CSR activities (Santini et al., 2021). Tao et al. (2022) discovered that green building involvement in CSR activities played an important role in affecting green purchase intentions by strengthening green trust and

brand attitude. Huang et al. (2022) showed that the CSR commitments (including practices that were environmentally friendly to manufacture and participation in activities to serve the community) led to higher purchase intentions of environmentally friendly sneakers, and brand image served as a crucial mediator. Chan et al. (2024) further ascertained that environmental and social aspects of CSR in apparel industry positively affected the purchase intentions of young consumers on the internet, being mediated through emotional terms as consumer retailer love. Le et al. (2024) indicated that the CSR awareness in its relation to environmental issues and the knowledge that consumers possess resulted in increasing intention to purchase on a sustainable basis, and consumer attitudes are a significant mediator. Furthermore, a study conducted by Tanveer et al. (2024) in Pakistan revealed the direct, positive relationship between perceived CSR and consumer purchase intent through the perceived CSR, with the green brand knowledge and trust enhancing the relationship.

**Ha5:** There is a significant impact of business responsibility on the purchase intention of sustainable products.

#### • Sustainable Behaviour

Hemantha (2020) described that customers are highly conscious of the implications of green actions on the environment. Wheeler et al. (2013) found that a wider acceptance of green merchandise in retailers is expected to be hampered by two important factors of availability and green pricing premiums. Customers' interests and concerns about the environment significantly influences the decision-making process of eco-friendly goods. Shrum (1995) explained that customers who buy sustainable products usually do so after making deliberate, logical, and sequential decisions. Brinda et al. (2022) defined that consumer attitude, knowledge, awareness, and environmental concern affect how they choose to buy sustainable product. Meng (2011) discovered that consumers' decision-making processes while buying eco-friendly products are driven by factors like social responsibility, attitude, price, and product availability. The study highlighted that the role of consumers' environmental awareness, social influences, and perceived effectiveness in driving sustainable purchasing decisions ultimately supports sustainable development by shifting consumer behavior towards eco-friendly products (Wijekoon & Sabri, 2021). Duong (2022) demonstrated a clear mediating effect of purchase intention on actual sustainable purchasing behaviors, using personality traits such as conscientiousness, in the relationship between personality traits and actual sustainable purchasing behaviors. Duarte et al. (2024) noted that verbalizing green intentions alone does not help to change behavior; businesses must fill this gap by aligning green intentions with readily available and trustworthy options. Shen et al. (2022) studied a cross-sectional sample of millennials. They found that anticipated green consumption, which was high in their study due to the interaction between eco-labeling and branding cues, also led to a similar effect in the purchasing conduct, as evidenced by reported decreases in carbon emissions. Van Hoang (2024) highlighted that, in the field of sustainable packaging, attitude shapes intention, which in turn is converted into behavior, even though the holding of perceived behavioral control is also important. The results are congruent with Meta-analytical and behavioral-theory informed research and findings, suggesting that once intentions have been formed, they act as pivotal mediators in translating tested attitudinal and normative beliefs into actual consumer practices related to the sustainability aspect of consumption (Iqbal et al., 2023).

**Ha6:** There is a significant impact of consumers' purchase intention on sustainable behaviour.

#### 2-1. Theoretical Concept Development

Khan et al. (2020) highlight the combined, positive impact of both knowledge and attitude on sustainable choices. Paço and Lavrador (2017) found no direct correlation between knowledge and energy consumption, indicating the presence of other influencing factors. This underscores the difficulty in drawing definitive conclusions about the knowledge-behaviour relationship. Knowledge encompasses not just factual understanding of sustainability, but also personal feelings and established practices that manifest through actions. Recognizing this interwoven nature, the KAP model (Knowledge, Attitude, and Practice) helps explore the intricate interplay between these factors. Ecological awareness, encompassing both objective (environmental knowledge) and subjective (personal feelings towards environmental issues) aspects, plays a crucial role (Pagiaslis & Krontalis,

2014). Numerous studies have posited that the relationship between consumers' attitudes and knowledge towards sustainable products is a complex one (Arrobas, 2020). Age and education are often linked to responsible environmental behaviours, suggesting that increased knowledge acquisition through these factors influences consumer attitudes (Gram-Hanssen, 2010). Ajzen (1985) posited that an individual's conduct is a direct outcome of perceived behavioural control and behavioural intention. Perceived behavioural control, subjective norms, and attitude all influence behavioural intention (Jing et al., 2019). Behavioural intention was described as the subject's ability to exhibit a specific behaviour. Complex psychological, economic, and other decision-making processes are the driving factors behind consumer behavior. An individual's attitude conveys their expectations for and assessment of the outcomes of a certain action. Subjective norms can be referred to as the expectation and disposition of consumers towards any product or service. Perceived behaviour refers to the degree of control and difficulty associated with carrying out a specific behaviour. Since individuals make conscious decisions and plan, planned behaviour focuses on an individual's attitude, perceived behavioural control, and subjective norms as factors influencing consumers' behavioural intentions. The Theory of Reasoned Action emphasizes on the predicted consequences of a specific behaviour and their assessment of whether these consequences would positively or negatively alter their attitudes (Ajzen & Fishbein, 1980). It also postulates that a consumer's intention to involve in any conduct is significantly influenced by their attitude towards the subject. The attitude of involvement in such behavior is the other component. In 1988, Ajzen expanded the "Theory of Reasoned Action" to include the "Theory of Planned Behavior." The introduction of "perceived behavioral control" resulted from the extension. The concept of "perceived behavioral control" refers to the degree of ease with which consumers can engage in a specific action (Ajzen, 1988).

## **2-2. Research Gap**

The Theory of Planned Behavior (TPB) is a theory of attitude, subjective norms, and perceived behavioral control, influencing behavioral intentions and actual behavior, which is an effective explanation of sustainable consumption (Ajzen, 1985). This is expanded upon by Stakeholder Theory, which recognizes how different parties, such as consumers, businesses, and governments, impact sustainable results where collective responsibility is the priority (Rathore et al., 2022). Literature addressing the Intention-Behavior Gap reveals certain conditions that can hinder the complete transfer of intentions into behavior, highlighting complexities such as situational barriers or knowledge gaps. In the current era, promoting environmental sustainability is becoming increasingly significant to consumer behavior. There are very few studies conducted in North India on sustainable consumer behaviour. These studies were based on generic perspectives, overlooking the specific elements that impact sustainable consumer behavior in Northern India. It is rather uncommon to find empirical research in this field that specifically examines the factors influencing sustainable consumer behaviour. No specific research was found on the empirical aspects of sustainable consumer behaviour in North India. This study in North India highlights the need for targeted empirical investigations into the specific factors influencing sustainable consumer behavior. Bridging this gap is essential to offer suggestions for promoting sustainable consumer behavior and to gain a more sophisticated understanding of the mechanisms involved in this domain.

## **2-3. Objectives of the Present Study**

- To investigate the influence of consumer knowledge and social responsibility on attitude formation toward sustainable consumption.
- To assess the impact of consumer attitude, business responsibility, and marketing strategies on corporate behaviour and consumers' behavioural intention toward sustainability.
- To analyze the mediating role of corporate behaviour and behavioural intention in influencing actual sustainable consumer behaviour.

## **3. Research Methodology**

### **3-1. Designing questionnaire**

The review of literature, as discussed in the above section, helped generate 32 attributes that could facilitate this study and aid in extracting the relevant information from the sample. The questionnaire

was divided into two parts: the first part comprised 32 statements related to the consumer's attitude and perceived corporate behavior towards sustainable consumption. The scale was developed based on statements incorporated from studies such as Brinda et al. (2022), Kong et al. (2016), and Purohit (2012). The second part gathered information on the demographics of respondents, including their gender, age, education, and employment. The tentative checklist so prepared was then consulted with well-experienced and knowledgeable experts in the same field. The panel comprised two entrepreneurs who were environmentally conscious and practiced sustainability in their operations, and one professor with good publications in the same area. Suggestions provided by the experts were incorporated, and the questionnaire was modified, resulting in the elimination of five statements that were relatively less important and could have impacted the final results. After incorporating the experts' recommendations, the questionnaire was finalized with 27 statements. Five-point Likert scales were used for the items in questionnaire. The lowest level of scale was 1 which specified strongly dissatisfied and the highest level was 5 which specified strongly satisfied. PLS-SEM is more appropriate when dealing with non-probability sampling, which is typical of self-administered surveys since it does not involve random sampling and does not assume a particular distribution of the study sample. It offers strong performances in terms of bootstrapping with biased samples or convenient samples. To prevent shortcomings, researchers can make their sampling techniques transparent and ensure that the theoretical underpinnings are clearly stated. The non-probability of samples can be utilized with the help of SEM, given its emphasis on prediction and theory creation (Hair et al., 2021; Ji et al., 2021; Low et al., 2023).

### **3-2. Sampling and Mode of Conduct**

The online medium was adopted for data collection through a questionnaire. A total of 567 responses were collected through a Google Form. Some deficiencies were observed in 12 responses hence they were not considered for final analysis. Only 555 responses were eligible for analysis. Principal component analysis, specifically exploratory factor analysis, identified seven factors: market strategy (three items), knowledge (four items), attitude (six items), business responsibility (three items), intention (three items), consumer social responsibility (five items), and sustainable behaviour (three items). Consumer attitudes were found to be influenced by knowledge and consumer social responsibility. Consumer intention is influenced directly and indirectly by attitude through mediating corporate behaviour. Consumer attitudes create the intention to use sustainable products. Marketing strategy and business responsibility are comprised into corporate behaviour. The intention of purchasing sustainable products creates the sustainable consumer behaviour. The male participants comprised 302 (54.4%), and the female participants comprised 253 (45.6%). 28.8% of respondents belong to 31 to 40 years age group, 47.7% of respondents belong to 21 to 30 years age group, 7.6% of respondents belong to 10 to 20 years group, and 15.9% were above 41 years old. SPSS and "Structural equation modeling (SEM)" were used to examine the effects of attitude on intention directly and indirectly through corporate behaviour as a mediating factor and intention on the sustainable consumer behaviour.

### **3-3. Hypothesized Model**

North India can also serve to enrich the concepts of interest through local determinants, such as cultural norms, awareness levels as well as business practices reacting with familiar variables like Attitude (ATT), Social Responsibility (SRP), Business Responsibility (BR), Knowledge (KLG), Marketing Strategy (MS), Intention, and Sustainable Behaviour (STB). To illustrate, a combination of civic norms, environmental mind, and business responsibility is especially pertinent within this region and can be investigated to improve conceptual models of sustainable consumption. The presence of business and government roles, as well as active consumer segments in North India suggests the existence of special mechanisms that promote sustainable behavior, including the impact of local marketing and CSR activities (Sharma et al., 2025; Thanki et al., 2022).

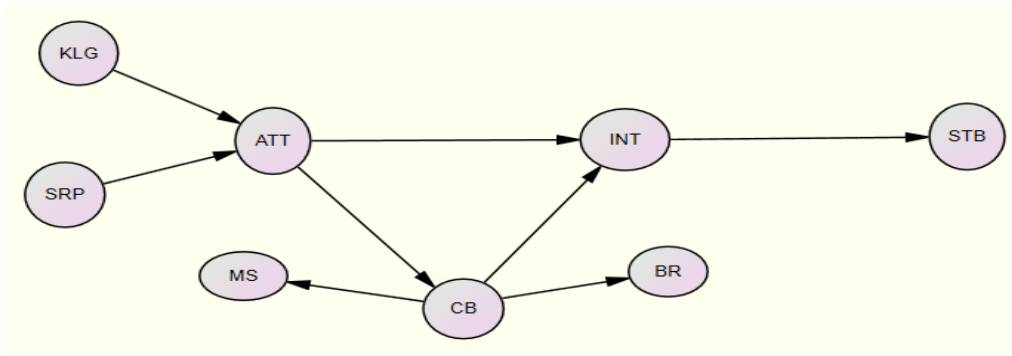


Fig. 1. Hypothesized Model

### 3-4. Measurement Instruments

A well-structured questionnaire was employed to examine the hypotheses framed for the research. A conceptual model, comprising seven constructs of knowledge, consumer social responsibility, attitude, market strategy, intention, business responsibility, and sustainable consumer behaviour was utilized. The model attempted to examine intricate pathways that influence consumers' adoption of sustainable behaviours. Earlier researchers have examined the influence of awareness and perception on shaping attitudes and subsequently impacting intention (Kong et al., 2016; Rusyani et al., 2021). In the conceptual model, we build upon prior findings by introducing a novel pathway that elucidates the factors contributing to actual sustainable consumption behaviour among consumers.

## 4. Data Analysis

### 4-1. Validity of the Model

The significance of using factor analysis was supported by the significant value of 0.821 obtained from the "Kaiser-Meyer-Olkin (KMO)" measure of sample adequacy (Kaiser, 1974). "Bartlett's test of sphericity" also gave significant results ( $X^2 = 8042.689$ ;  $DF = 351$ ;  $p < 0.001$ ). The seven factors together explained 68.63% of the total variation. Every item had factor loadings higher than 0.50. Additionally, "Harman's single-factor test" in SPSS was utilized to scrutinize research constructs for "common method bias." The results indicated that a single component accounted for 23.267% of the total variance, which fell below the recommended 50% threshold. This outcome substantiates the robustness of our findings, affirming the absence of common method bias issues in the dataset.

This phase's examination was centred on determining each construct's "validity" and "reliability." The opinions of the participants were conveyed by a 5-point "Likert scale," which extended from "strongly disagree" to "strongly agree." "Cronbach's alpha," a commonly used metric to calculate scale reliability, was higher than 0.70 (Nunnally & Bernstein, 1994). "Composite Reliability" (CR) and "Average Variance Extracted" (AVE) were calculated for all constructs in the conceptual model to ensure both reliability and validity. The composite reliability of the variables surpassed 0.6 (Bagozzi & Yi, 1988), indicating a high level of representation of concepts by their respective indicators. "Convergent validity" was assessed by computing the "Average Variance Extracted" for all constructs, revealing values exceeding 0.5, which aligns with accepted criteria (Bagozzi & Yi, 2012; Hair et al., 2010). This suggests a satisfactory level of convergent validity in the model.

Discriminant validity, assessing the extent of differentiation between variables, was examined by contrasting the "square roots of Average Variance Extracted" (SQAVE) values with the correlations involving the variable under consideration with other variables. The validation of discriminant validity was confirmed, as the SQAVE was more than the correlations (Fornell & Larcker, 1981).

**Table 1. Item Loadings**

Factors/Cronbach's Alpha	Variables	Factor Loading
Attitude (ATT) 0.869 (Abeliotis et al., 2010; Hansla et al., 2008; Matharu & Kamboj, 2020; Sharma et al., 2023)	I use sustainable practice in life. (AT_2)	.788
	I consider environmental sustainability when making purchasing decisions. (AT_1)	.784
	I share the benefits of purchasing sustainable product to friends/ relatives/ neighbors/family members. (AT_5)	.781
	I pay higher price for sustainable products. (AT_3)	.774
	I favor environmentally friendly products made from recycled materials. (AT_6)	.741
	I switch or change the brand for sustainable products. (AT_4)	.725
Social Responsibility (SRP) 0.827 (Joshi & Rahman, 2015; Rana & Paul, 2017; Yener et al., 2023)	I recommend sustainable product to friends/ relatives/ neighbors/family members. (SRP_1)	.846
	I feel morally obliged to buy sustainable products.(SRP_3)	.770
	I will be seen more positively if I use sustainable products. (SRP_4)	.763
	Sustainable product consumption will make me feel more accepted in society. (SRP_5)	.692
	My society encourages me to engage in sustainable consumption. (SRP_2)	.662
Business Responsibility (BR) 30.954 (Paul et al., 2016; Rahman et al., 2015; Testa et al., 2015).	I actively seek out sustainable alternatives to conventional products. (BR_2)	.941
	Environmental certifications and labels on products help me make more sustainable choices. (BR_3)	.932
	I believe that businesses have a responsibility to be environmentally conscious. (BR_1)	.923
Knowledge (KLG) 0.800 (Biswas & Roy, 2015; Kollmuss & Agyeman, 2002; Nguyen et al., 2017)	I am well-informed about environmental issues related to sustainable consumption. (KLG_1)	.762
	I believe that my daily actions have a significant impact on the environment. (KLG_3)	.757
	I regularly seek information about sustainable products and practices. (KLG_2)	.753
	I make an effort to stay updated on sustainability-related news and developments. (KLG_4)	.739
Marketing Strategy (MS) 0.817 (Gifford, 2014; Jain & Mishra, 2022; Johnstone & Tan, 2015).	I have made significant changes in my lifestyle to be more sustainable. (MS_11)	.920
	Sustainability-related content in email newsletters or websites is effective in raising my awareness. (MS_12)	.913
	Influencer endorsements of sustainable products/services affect my purchasing decisions positively. (MS_13)	.583
Intention 0.800 (Leonidou, 2013; Taufique et al., 2017; White et al., 2019).	I actively seek out products or services from brands that promote sustainability. (IN_2)	.869
	Sustainability-related marketing campaigns motivate me to change my behavior in favor of sustainability. (IN_1)	.816
	I am willing to pay a premium for products that are marketed as sustainable. (IN_3)	.713
Sustainable Behaviour (STB) 0.777 (Barr, 2007; Ellen et al., 1991; Sen & Bhattacharya, 2001)	I try to reduce my waste by practicing recycling and minimizing single-use items. (STB_1)	.840
	I support and advocate for companies that prioritize sustainability and social responsibility in their business practices. (STB_2)	.806
	I believe that my consumption choices can have a positive impact on society and the environment. (STB_3)	.765

**Table 2. Construct Reliability and Validity**

“Constructs”	Alpha	CR	AVE
Attitude (ATT)	0.869	0.870	0.528
Social Responsibility (SRP)	0.827	0.833	0.502
Business Responsibility (BR)	0.954	0.956	0.878
Knowledge (KLG)	0.800	0.802	0.503
Intention (INT)	0.800	0.812	0.595
Marketing Strategy (MS)	0.817	0.854	0.682
Sustainable behaviour (STB)	0.777	0.778	0.537

**Table 3. Discriminant Validity**

	ATT	SRP	BR	KLG	INT	MS	STB
Attitude (ATT)	0.727						
Social Responsibility (SRP)	0.214	0.709					
Business Responsibility (BR)	0.246	0.113	0.937				
Knowledge (KLG)	0.234	0.431	0.210	0.709			
Intention (INT)	0.259	0.264	0.217	0.468	0.771		
Marketing Strategy (MS)	0.163	0.084	0.337	0.310	0.294	0.826	
Sustainable Behaviour (STB)	0.241	0.357	0.147	0.285	0.229	0.223	0.733

Henseler et al. (2015) used the “heterotrait-monotrait ratio” (HTMT) to further confirm the discriminant validity. Discriminant validity was supported by the finding that the HTMT values for all concepts were less than the cutoff of 0.85. It is clear that the measures have strong discriminant validity. The following table presents the HTMT's specific findings.

**Table 4. HTMT Ratio**

	STB	MS	INT	KLG	BR	SRP	ATT
STB							
MS	0.229						
INT	0.23	0.303					
KLG	0.284	0.317	0.47				
BR	0.146	0.345	0.218	0.21			
SRP	0.357	0.086	0.265	0.431	0.113		
ATT	0.24	0.166	0.259	0.233	0.246	0.214	

The present table indicates that the HTMT ratio values for STB with MS, INT, KLG, BR, SRP, and ATT are 0.229, 0.23, 0.284, 0.146, 0.357, and 0.24, respectively. MS HTMT ratio value with INT, KLG, BR, SRP, and ATT are 0.303, 0.317, 0.345, 0.086 and 0.166, respectively. The INT HTMT ratio values for KLG, BR, SRP, and ATT are 0.47, 0.218, 0.265, and 0.259, respectively. The KLG HTMT values with BR, SRP, and ATT are 0.21, 0.431, and 0.233, respectively. BR value with SRP and ATT is 0.113, and 0.246 respectively. SRP HTMT ratio value ATT is 0.214.

- **Knowledge**

The knowledge construct consists of four items with Standardized Regression Weights between 0.693 and 0.733. Furthermore, there is a range of 0.480 to 0.537 in the Squared Multiple Correlation (SMC) for these items. With an average SMC of 0.504, the Knowledge construct also has moderate explanatory power, showing that the items reliably reflect awareness and information-seeking behavior related to sustainability.

- **Social responsibility**

The five items that made up the social responsibility category had standard regression weights, ranging from 0.610 to 0.858, and SMCs from 0.372 to 0.737, respectively. The average SMC of 0.502 suggests moderate explanatory power. The construct effectively captures social influence and moral obligations toward sustainable consumption but may benefit from enhancing a few lower-loading items.

- **Attitude**

The attitude of customers toward sustainability is composed of six measures, with squared multiple correlations and standardized regression weights ranging from 0.459 to 0.583 and 0.678 to 0.764, respectively. With an average SMC of 0.523, the Attitude construct shows moderate explanatory power, indicating that its items reasonably reflect individuals' sustainable attitudes, such as preferring eco-friendly products or paying more for sustainability.

- **Business Responsibility**

Three items were used to measure this construct; the results show that SMC ranges from 0.776 to 0.934, and SRW from 0.881 to 0.966. This construct shows a very high explanatory power with an average SMC of 0.878, indicating that the items strongly measure how individuals perceive and expect

businesses to act responsibly toward the environment. Hair et al. (2019) underscored that standardized factor loadings above 0.70 are considered high and indicated that the construct explains more than 50% of the variance in the indicator. Moreover, high SRW values (even up to 0.95 or above) are acceptable due to no multicollinearity and each item captures a unique aspect of the latent construct.

**Table 5. Standard Regression Weight (SRW) and Squared Multiple Correlations (SMCs)**

Factors/Cronbach's Alpha	Variables	SRW	SMCs
Attitude (ATT)	"I use the sustainable practice in life" (AT_2)	0.764	0.583
	"I consider environmental sustainability when making purchasing decisions" (AT_1)	0.755	0.569
	"I share the benefits of purchasing sustainable product to friends/ relatives/ neighbors/family members" (AT_5)	0.718	0.515
	"I pay higher price for sustainable products" (AT_3)	0.735	0.540
	"I favor environmentally friendly products made from recycled materials" (AT_6)	0.686	0.470
	"I switch or change the brand for sustainable products" (AT_4)	0.678	0.459
Social Responsibility (SRP)	"I recommend sustainable product to friends/ relatives/ neighbors/family members" (SRP_1)	0.858	0.737
	"I feel morally obliged to buy sustainable products" (SRP_3)	0.704	0.496
	"I will be seen more positively if I use sustainable products" (SRP_4)	0.724	0.524
	"Sustainable product consumption will make me feel more accepted in society" (SRP_5)	0.616	0.379
	"My society encourages me to engage in sustainable consumption" (SRP_2)	0.610	0.372
Business Responsibility (BR)	"I actively seek out sustainable alternatives to conventional products" (BR_2)	0.966	0.934
	"Environmental certifications and labels on products help me make more sustainable choices" (BR_3)	0.962	0.925
	"I believe that businesses have a responsibility to be environmentally conscious" (BR_1)	0.881	0.776
Knowledge (KLG)	"I am well-informed about environmental issues related to sustainable consumption" (KLG_1)	0.733	0.537
	"I believe that my daily actions have a significant impact on the environment" (KLG_3)	0.693	0.480
	"I regularly seek information about sustainable products and practices" (KLG_2)	0.696	0.485
	"I make an effort to stay updated on sustainability-related news and developments" (KLG_4)	0.716	0.512
Marketing Strategy (MS)	"I have made significant changes in my lifestyle to be more sustainable" (MS_11)	0.957	0.915
	"Sustainability-related content in email newsletters or websites is effective in raising my awareness" (MS_12)	0.969	0.939
	"Influencer endorsements of sustainable products/services affect my purchasing decisions positively" (MS_13)	0.438	0.192
Intention	"I actively seek out products or services from brands that promote sustainability" (IN_2)	0.896	0.803
	"Sustainability-related marketing campaigns motivate me to change my behavior in favor of sustainability" (IN_1)	0.783	0.613
	"I am willing to pay a premium for products that are marketed as sustainable" (IN_3)	0.607	0.369
Sustainable Behaviour (STB)	"I try to reduce my waste by practicing recycling and minimizing single-use items" (STB_1)	0.746	0.556
	"I support and advocate for companies that prioritize sustainability and social responsibility in their business practices" (STB_2)	0.717	0.513
	"I believe that my consumption choices can have a positive impact on society and the environment" (STB_3)	0.738	0.545

- **Marketing Strategy**

The marketing strategy was measured using three items, and the findings show that the SRW and SMCs vary from 0.438 to 0.969 and from 0.192 to 0.939, respectively. An average SMC of 0.682 indicates high to moderate explanatory power, suggesting that the selected items effectively capture how marketing efforts influence sustainable behavior.

- **Intention**

Intention was measured using three items, and results show that the standard regression weight and SMCs varied from 0.607 to 0.896 and 0.369 to 0.803, respectively. This construct has an average SMC of 0.595, showing moderate to high explanatory power. The items capture consumer willingness and motivation to adopt sustainable products and practices.

- **Sustainable Consumers Behaviour**

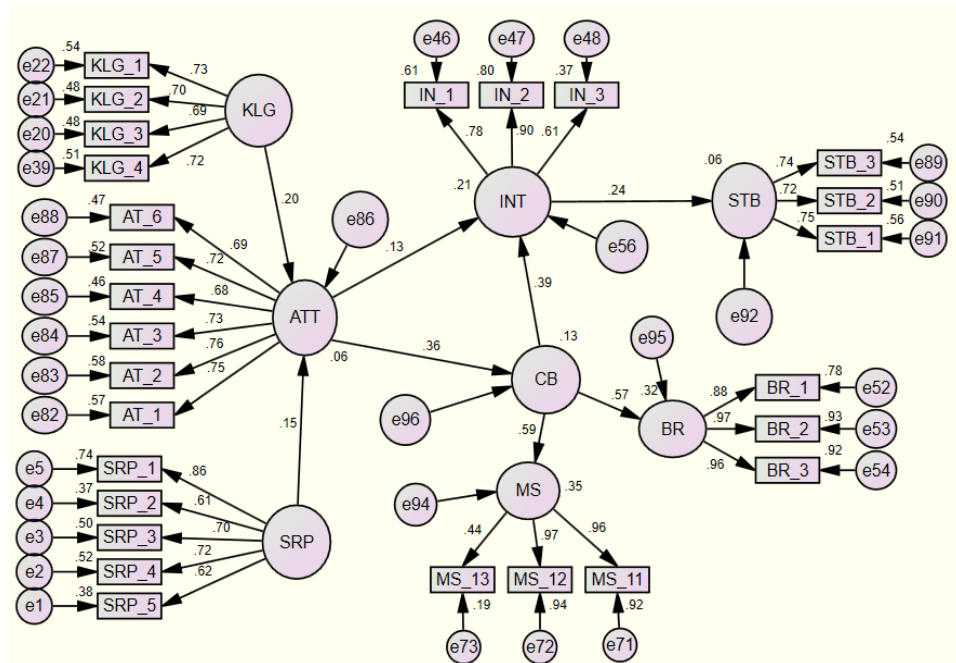
The concept of sustainable behaviour was assessed using three items, and the results indicate that the standard regression weight and SMCs varied between 0.717 and 0.746, and 0.513 and 0.556, respectively. With an average SMC of 0.538, this factor has moderate explanatory power, indicating that the items moderately capture consumers' actual sustainable actions, such as recycling or supporting green businesses.

The SMC ( $R^2$ ) analysis demonstrates that all constructs in the model possess acceptable to high explanatory power, with Business Responsibility standing out as the most robust ( $R^2 = 0.878$ ). Constructs such as Intention ( $R^2 = 0.595$ ) and Marketing Strategy ( $R^2 = 0.682$ ) also show strong predictive reliability. The remaining constructs, Attitude, Knowledge, Social Responsibility, and Sustainable Behaviour, exhibit moderate explanatory power, confirming their validity within the model framework. These results support the structural integrity of the measurement model as a reliable tool for evaluating sustainable consumer behavior.

#### **4-2. Goodness Fit Indices of the SEM Model**

The knowledge element in this model comprises four items, the attitude factor includes six items; the social responsibility factor includes five items; the intention factor includes three items; the marketing strategy includes three items; the business responsibility includes three items; and the sustainable consumer behaviour feature includes three items. The variables explained by the current model, of which 27 are observable, 41 are unobserved, 35 are exogenous, and 33 are endogenous variables. Sample movements, regression weight, variance, and total parameters are among the measured parameters. They are 378, 68, 35, and 103, respectively. An understanding of the model's appropriateness and sufficiency can be gained from the Table 6 that display the model fit findings. The model's overall goodness of fit was evaluated using a number of indices, such as RMSEA, TLI, IFI, RFI, NFI, CFI, GFI, and CMIN/DF. All of the model values in the above table are more than 0.88, demonstrating a strong model fit. Furthermore, the criterion's acceptable limits are met by the "root mean square error of approximation" (RMSEA), which is 0.057. Additionally, a positive model fit is further supported by the SRMR value of 0.0598 (Hu & Bentler, 1999).

Differential sample movements estimate parameters, degrees of freedom, minimum chi-square, and probability as 880.176 for the final or original model, 378, 62, 316 (378-62), and 0.000, respectively. The sustainable behaviour of consumers is  $N=555$ ,  $\chi^2/df=2.785$ , RMSEA = 0.057, CFI = 0.928, and NFI = 0.893.



Note: SRP = Social Responsibility; ATT = Attitude; INT= Intention; KLG = Knowledge; BR = Business Responsibility; MS = Marketing Strategies; STB = Sustainable behaviour, CB = Corporate Behaviour

Fig. 2. Sustainable Behaviour Model

Table 6. Models Fit Statistics

Fit Statistics	DF	P	TLI	IFI	RFI	NFI	CFI	RMSEA
Original Model, CMIN/DF = 2.785, GFI = 0.894					Chi-square = 880.176			
Value	316	0.000	0.920	0.928	0.881	0.893	0.928	0.057

### 4-3. Description of Model

The original model has a Chi-square value of 880.176 and a CMIN/DF of 2.785. Corporate behaviour serves as a moderating factor between consumers’ attitudes and intentions. There is direct and indirect effects of consumer attitude on consumers’ intention of using sustainable products.

Table 7. Standardized Mediating Impact

Model	Direct Impact			Total Impact			Indirect Impact	
	Variable	Estimate	p	Variable	Estimate	p	Estimate	p
Original Model	ATT-INT	0.134	0.049	ATT-CB-INT	0.275	0.001	0.141	0.001

Sustainable consumer behaviour is influenced by the aim to use sustainable items. Without mediation, the original model's standardized regression weight is 0.134 (p<0.05). The inclusion of corporate behaviour as a mediator in the model results in a significant (p<0.05) total impact estimate of 0.275. At the 5% level (0.001), the standardized indirect impact is 0.141, indicating significance. It shows partial mediation. Mediation analysis was conducted using bootstrapping with 2,000 resamples in AMOS, as recommended by Preacher and Hayes (2008) and Hair et al. (2019), to obtain bias-corrected confidence intervals for indirect effects. Byrne (2016) recommend 1,000–2,000 bootstrap samples for SEM to achieve accurate parameter estimates and bias-corrected confidence intervals.

Table 8. Regression Weights

Path	Estimate	S.E.	C.R.	P	Conclusion
ATT <--- SRP	.139	.044	3.191	.001	Supported
ATT <--- KLG	.330	.085	3.900	***	Supported
CB <--- ATT	.231	.046	4.973	***	Supported
INT <--- ATT	.145	.061	2.356	.018	Supported
INT <--- CB	.656	.149	4.399	***	Supported
STB <--- INT	.213	.047	4.589	***	Supported

The path analysis reveals that Social Responsibility Perception (SRP) significantly influences Attitude (ATT) with an estimate of 0.139, C.R. = 3.191, and  $p = 0.001$ . Knowledge (KLG) has a stronger effect on Attitude, with an estimate of 0.330, C.R. = 3.900, and  $p < 0.001$ . Attitude positively affects Consumer Behavior (CB) (estimate = 0.231, C.R. = 4.973,  $p < 0.001$ ) and Intention (INT) (estimate = 0.145, C.R. = 2.356,  $p = 0.018$ ). Consumer Behavior has a substantial impact on Intention (estimate = 0.656, C.R. = 4.399,  $p < 0.001$ ), indicating that behavior significantly shapes intention. Finally, intention positively influences Sustainable Behavior (STB), with an estimate of 0.213, C.R. = 4.589, and  $p < 0.001$ . All paths are statistically significant, supporting the model.

## 5. Result and Discussion

**Ha1:** The result shows that knowledge of consumers' positively and significantly impacts the attitude of consumers towards sustainable products. An understanding of sustainable practices has a positive influence on the perception of consumers towards sustainable products. Kuzniar et al. (2021) found that consumers' knowledge about sustainable practices plays a substantial role to change the attitude of consumers. The educational initiatives to improve consciousness about sustainable practices become crucial in light of positive impact of knowledge about sustainable practices. Anand and Sharma (2023) verified the idea that when individuals comprehend more about green products, their attitude and the purchase decision will be more vigorous. Moreover, in a study about fashion sustainability, researchers learned that the greater the knowledge, the greater is the intention to buy sustainable fashion (Han et al., 2024). **Ha2:** The results indicate a substantial positive impact of consumer social responsibility on attitudes towards sustainable products. Social responsibility behaviour of consumers is positively associated with sustainability values (Luchs et al., 2015). Such consumers are more favorably inclined towards sustainable consumption practices. The findings underscore the role of consumer social responsibility and perceived business responsibility in shaping attitudes and purchase intentions. Zuniga (2024) found that brand takes social responsibilities, raising the preferences and confidence of consumers. 45 percent of consumers engage in everyday pro-environmental behaviors, indicating the powerful effect of social norms on the nature of attitudes towards green products. **Ha3:** It is found that attitude of consumers has a positive and significant impact on intentions to purchase sustainable products. A positive attitude of consumers towards sustainability strongly influences the intention of consumers to purchase sustainable products. Probability of purchase is referred to as the purchase intention (Zhuang & Alford, 2015). Purchase intention is referred to as the consumer's behavioural preference to buy a particular product. A customer's probability of making a purchase increases with how positively they feel about a product. Attitude has been found as the indicator of behavioural intention of using sustainable products (Kotchen & Reiling, 2000). Wiśniewska (2025) noted that positive attitudes toward the sustainability attributes of products are clear determinants of the motives and intentions possessed by the consumers. Besides, high-level attitudes were also revealed to impact substantially on the intention to adopt sustainable clothing under the theoretical framework of the planned behavioral intention (Cosma, 2024). **Ha4:** The results show that marketing strategy significantly impacts consumers' purchase intentions for sustainable products. Effective marketing strategies that highlight the sustainability aspects of products can positively influence consumers' intentions to make sustainable choices. The impact of marketing strategy on purchase intentions suggests that companies should strategically communicate the sustainability aspects of their products. Incorporating sustainability into marketing messages can enhance the perceived value of products among consumers. Papadas et al. (2017) defined that marketing strategy highlights sustainable customers, reusable resources, and eco-friendly suppliers. Lee (2017) described that using marketing strategy increase consumers' intentions to purchase sustainable products. Companies can benefit from incorporating educational components into their marketing strategies to positively influence consumer attitudes. Mohammadi et al. (2023) showed that in green marketing, brand loyalty boosts the desire of intent to buy sustainable products, and the two are directly related. Reichheld et al. (2023) pointed out that transparent sustainability claims result in consumer trust and intention. **Ha5:** Results of study indicate positive and significant impact of perceived business responsibility on the intention of consumers to purchase sustainable products. Consumers are attracted to purchase those products which are considered to be following environmentally and socially responsible practices. Firms should actively engage in socially

responsible practices and transparently communicate these efforts to build trust and influence consumer behaviour positively. Business responsibility affects consumers' intentions to buy products both directly and indirectly (Rathore et al., 2023; Zhang, 2022). Santini et al. (2021) found that corporate social responsibility significantly affect consumers' purchase intentions. The feeling of business responsibility enhances purchase intent. Javaid and Barabas (2024) found that good companies can charge customers up to a 9.7% premium, as 80 percent of customers are ready to purchase products of responsible companies. According to Worland (2024), the CEO reported that the more consumers seek corporate accountability, the more we will use companies with defined responsibility careers. **Ha6:** A positive significant impact of consumer purchase intention was found on the development of sustainable behaviour. It implies that sustainable behaviour is likely to be adopted in daily routine by consumers' showing desire to purchase products which are sustainable. Brinda et al. (2022) found out that knowledge and attitude of the consumers play an important role in forming the consumer purchase intention that is formed to create the sustainable behaviour. Meng (2011) highlighted that consumer' sustainable behaviour is driven by factors such as the intention of using sustainable products, social responsibility, attitude, and "corporate social responsibility." Intentions of consumers to purchase sustainable products suggests that supporting and promoting sustainable products can contribute to broader changes in consumer behaviour. Businesses, therefore, play a crucial role in fostering sustainable lifestyles through their products and marketing efforts. Cam et al. (2025) determined the existence of a significant mediation of green consumption intention (GC-I) in the mixed effect between social and environmental values on sustainable buying behavior (SBB). That is, intention not only have direct effects on behavior but also acts as an intermediary between values and real sustainable behaviors, showing strong intention behavior connection in the actual consumer purchasing. Eunike et al. (2025) designed an integrated concept of green consumerism model and mentioned that intention is both a powerful and consistent antecedent of actual actions, through attitudes, norms, and perceived control altogether. The investigation of sustainable consumption in North India allows one to find out particular social, cultural, economic, and market phenomena which are usually different in other locations due to the variations in income growth, urbanization, and consumption behaviors. Indicatively, a booming income, shifting consumer attitudes and brand consciousness rates among the middle- and upper-income groups, lead to sustainable behaviour in contrast with other regions in India. Moreover, the diverse population of North India enables a more detailed study of such aspects of sustainable consumption as gender, age, and socioeconomic status, increasing the originality of the findings to the readers (Gupta & Singh, 2021; Mathur, 2018; Moitra et al., 2024).

### **5-1. Conclusions, Implications, Limitations, and Future Research**

The study contributes to understanding the dynamics of complex relationships between consumer knowledge, social responsibility, attitudes, marketing strategies, business responsibility, and sustainable behaviour. Consumers' knowledge significantly shapes attitudes towards sustainability, with a deeper understanding of sustainable practices correlating positively with more favourable perceptions of sustainable products.

Additionally, our results underscore the pivotal role of consumer social responsibility in fostering positive attitudes towards sustainability, highlighting the importance of promoting CSR values among consumers. Moreover, perceived business responsibility emerges as a key determinant of consumer attitudes and purchase intentions, indicating that consumers are drawn to firms perceived as environmentally and socially responsible. Furthermore, there is a strong link between consumer attitudes and intentions to purchase sustainable products, emphasizing the critical role attitudes play in driving consumer behavior. Effective marketing strategies that emphasize sustainability aspects have been shown to positively influence consumers' intentions to make sustainable choices, suggesting the need for companies to strategically communicate the sustainability attributes of their products. Lastly, we observed a significant positive impact of consumer purchase intention on the development of sustainable behavior, implying that supporting and promoting sustainable products can lead to broader changes in consumer behavior.

### **Theoretical Implications**

This original research makes a tremendous contribution to the theory of consumer behavior since it presents a different angle to the theory concerning the impact of consumer attitudes about sustainability in determining their buying behavior. It even enhances the realization of the essential contributors to sustainable consumption, stimulating further the implementation of greener behaviors. Organizations ought to incorporate sustainability in their guiding principles and the creation of products to ensure they remain competitive in response to the increasing personal desire to use ethical products. This involves integrating sustainability in the operations, engagement of parties, employee training, and its marketing (Zuniga, 2024). This model expands the knowledge on sustainable consumption because it empirically connects consumer knowledge, attitudes, social responsibility, intention, business practices, and marketing strategies with sustainable behaviour (Boucif et al., 2025; Hossain et al., 2025; Qalati et al., 2022). It validates and generalizes the Theory of Planned Behavior and Social Cognitive Theory in contexts of sustainability, demonstrating key mediators and indirect relationships between intention, business responsibility, and knowledge (Sabina et al., 2021; Sharief et al., 2023). The use of complex models that consider latent variables via PLS-SEM can also offer strong evidence on the sustainability research by verifying the reliability and validity of the relationship between constructs (Hair & Alamer, 2022; Ringle et al., 2023).

### **Practical Implications**

The research is informative, as it delivers findings about relationships between the environmental consciousness/state of a company, its consumer knowledge and awareness, marketing campaigns, as well as sustainable behavior. It shows the beneficial connection between CSR and consumer attitude of sustainability, emphasizing the contribution of CSR to consumer buyer behavior. The results serve to improve the formulation of better policies due to the fact that it fosters transparency and accountability and this increases awareness of the use of consumer choices on the environment. Moreover, the research provides an informative material on academic courses and sustainability training modules. The verified PLS-SEM pathways can be used to design the campaigns more effectively by marketing professionals to address the consumer engagement and awareness to stimulate behavioral intention and actual sustainability behaviors (Chamcham et al., 2024; Mollah et al., 2025). Policymakers and firms should aim at enhancing business responsibility and transparency since the two greatly affect the intention of consumers to behave in a sustainable manner (Hossain et al., 2025; Mollah et al., 2025; Sharief et al., 2023). The attainment of sustainable behaviors will be accelerated by the promotion of consumer knowledge and exploiting government incentives, as empirically determined under the attitude-intention-behavior pathways (Chamcham et al., 2024; Halim et al., 2023).

### **Limitations and Suggestions**

The research was geographically confined, and thus, only sensitive to that exact location. It is only in the future that other regions should be involved in order to confirm the findings. Changes in attitude of consumers over time could also be traced by use of longitudinal studies. Future studies may attempt to see the impact of cultural and technological variations on sustainable shopping between the areas to conduct more profound comparative research.

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**Author Contributions**

The authors contributed equally to this article's conceptualization phase, methodology adaptation, interpretation, and writing.

**Data Availability**

The Data will be available upon request to the authors.

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**Appendix 1. Demographic Information**

Category	Subcategory	Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	302	54.4%	54.4%	54.4%
	Female	253	45.6%	45.6%	100.0%
	Total	555	100.0%	100.0%	100.0%
Age	10–20	42	7.6%	7.6%	7.6%
	21–30	265	47.7%	47.7%	55.3%
	31–40	160	28.8%	28.8%	84.1%
	41–50	88	15.9%	15.9%	100.0%
	Total	555	100.0%	100.0%	100.0%
Education	Up to 10th	3	0.5%	0.5%	0.5%
	11th to 12th	18	3.2%	3.2%	3.8%
	Graduation	59	10.6%	10.6%	14.4%
	PG	232	41.8%	41.8%	56.2%
	Above PG	243	43.8%	43.8%	100.0%
	Total	555	100.0%	100.0%	100.0%
Employment Status	Private Employed	213	38.4%	38.4%	38.4%
	Government Employed	28	5.0%	5.0%	43.4%
	Self-employed	64	11.5%	11.5%	55.0%
	Professional	23	4.1%	4.1%	59.1%
	Unemployed/Student	227	40.9%	40.9%	100.0%
	Total	555	100.0%	100.0%	100.0%

**Appendix 2. Questionnaire**

Please select the appropriate option:

Variable	Options
Gender	<input type="checkbox"/> Male <input type="checkbox"/> Female
Age	<input type="checkbox"/> 10–20 <input type="checkbox"/> 21–30 <input type="checkbox"/> 31–40 <input type="checkbox"/> 41–50
Education	<input type="checkbox"/> Up to 10th <input type="checkbox"/> 11th to 12th <input type="checkbox"/> Graduation <input type="checkbox"/> PG <input type="checkbox"/> Above PG
Employment Status	<input type="checkbox"/> Private Employed <input type="checkbox"/> Government Employed <input type="checkbox"/> Self-employed <input type="checkbox"/> Professional <input type="checkbox"/> Unemployed/Student